

Want Ads.  
Agriculture,  
Commerce.

# The Times Dispatch

INDUSTRIAL SECTION

Financial,  
Manufacturing,  
Real Estate.

THE TIMES FOUNDED 1854.  
THE DISPATCH FOUNDED 1850.

RICHMOND, VA., SUNDAY, NOVEMBER 20, 1910.

PRICE FIVE CENTS.

## NEW ERA DAWNS ON VIRGINIA TRADE

Transition in Position of This County as Exporting Nation.

### RICHMOND SEES A BIG NEW FIELD

Trade Pendulum Swings from Europe to Latin America. New Markets Developing for Richmond Manufacturers' Products—Transportation Facilities.

Washington, November 19.—In an unpretentious office building on F Street, one of the many Washington buildings of which Uncle Sam is the owner, is a series of rooms filled with statistical charts, maps and tables of figures. On them are spread in graphic form the story of the world's commerce, the registers of the world's trade, the pendulum of international barter, the ebb and flow of trade currents, the direction and force of these currents between foreign nations, and consequently the commerce of all countries comes within the purview of the observers in this conning tower of world trade.

What the Figures Say.  
As the months of 1910 have succeeded one another the figures that have been assembled here by the statistical experts of the department have told a story of unusual interest and significance. They have marked the closing of one era in the commercial development of the country and the opening of a new era down to the present year the United States has belonged commercially to the group of nations that supply an excess of crude products for the international market and purchase finished materials. By the end of 1910 it will have taken its place among the great manufacturing nations, with the greater part of its export trade in products partially or fully prepared for consumption by the processes of factory or mill. In other words, during the present year, for the first time in the history of the country, more than half the exports of the United States will consist of manufactured products. Something over \$800,000,000 worth of manufactures exported to foreign countries in 1910 is the estimate which the Bureau of Statistics makes, and this estimate is based on the figures for the first nine months of the year, which show \$812,000,000 of manufactured products sent abroad up to September 30. Even if there should be a slight falling off in the average for the first quarter of 1911, the \$800,000,000 mark would still be reached for the first time in the history of the country.

Wonderful Transformation.  
Such a change as this, of course, comes about gradually, and is not the achievement of a single season. For several years the percentage of manufactures in our exports has been increasing, and the proportion of crude products has been declining, until this year for the first time the former in excess of the latter. Taking similar percentages for the years 1905, 1906, 1907, 1908, 1909, and 1910, manufactures formed 44 per cent of the total exports during the first eight months, foodstuffs formed 29 per cent, and crude materials for manufacture formed 26 per cent. In 1909 the figures were: Manufactures, 48 per cent; foodstuffs, 26 per cent; and crude materials, 26 per cent. In 1910 manufactures advanced to 53 per cent, foodstuffs to 26 per cent, and crude materials fell off to 20 per cent. Thus there is a constant and rapid growth in the proportion of manufactures among our exports, and the expense of food products, which formerly composed by far the greater part of our supplies to other nations.

Along with the transformation of a manufacturing more than one other striking changes in our export trade. In order to carry on trade with other nations we must offer them such articles as they cannot produce in quantities sufficient for their own needs. We consume more than we produce. When America's food crops were every year vastly in excess of home demands our best market naturally was found among the food-hungry workers of Western Europe engaged in manufacturing pursuits. The United States is no longer the granary of the world. Its consuming power has been multiplying far more rapidly than its food-producing power for many years past. Its population has been concentrating in cities, and a larger and larger proportion of the population has become occupied in manufacturing and merchandising.

Manufactures Going Abroad.  
As the surplus products which we have to sell to the outside world now consist chiefly of manufactures rather than of raw foodstuffs, it follows that new markets must be found in which to dispose of this surplus. Except in those special lines in which they possess some decided advantage, Americans cannot hope to manufacture exportably for Europeans. Western Europe is in that line of business her own, and was in it long before the United States began to supply her own local market. The great expansion in the sale of American goods must be

(Continued on Third Page.)

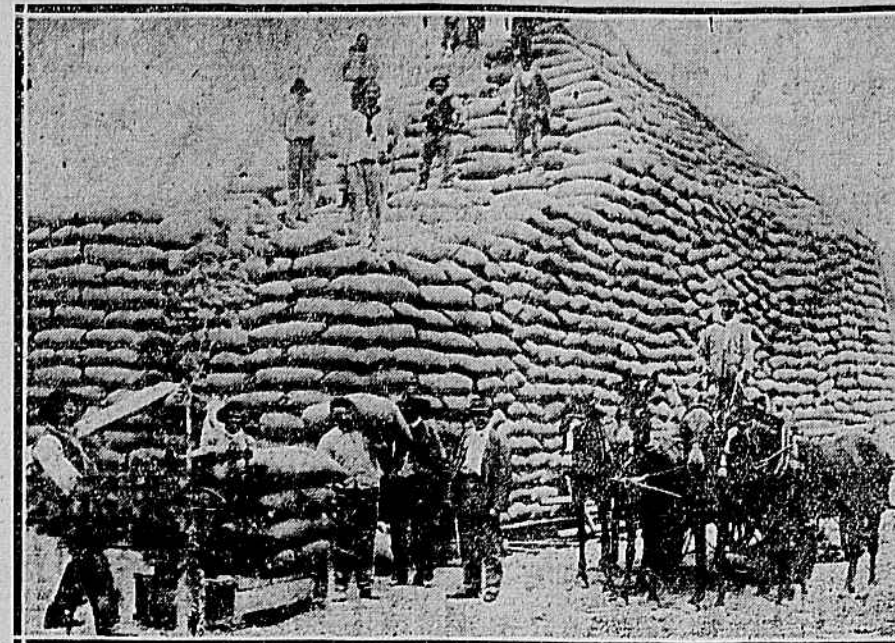
For Up-to-Date  
Jewelry of all kinds go to Buchanan's, 111 East Broad Street.

For Real Good,  
pure fresh candies and other good things to eat go to Cole's, 202 East Broad Street.

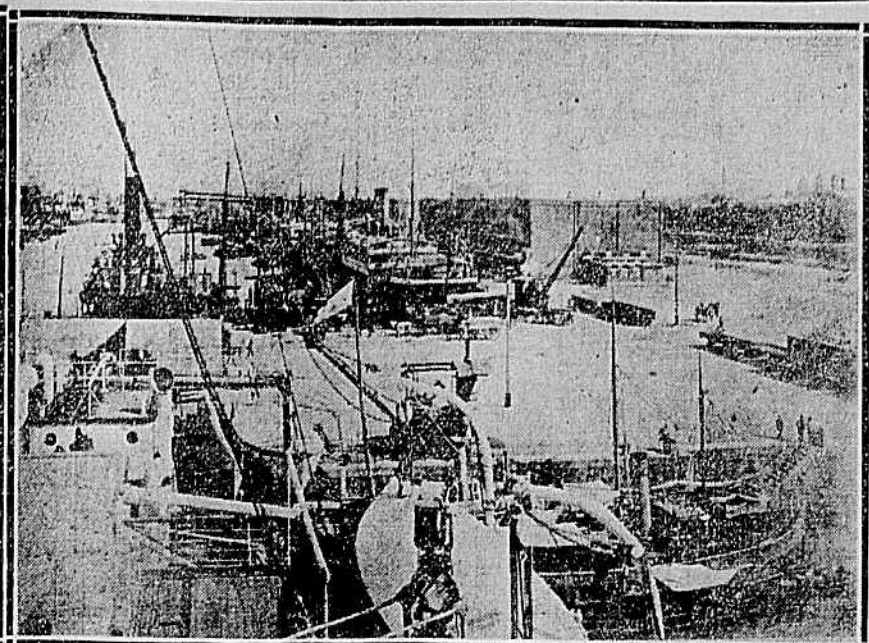
For Real Good  
soda water, pure fruit flavors and the best of ice-cream, go to Cole's, 202 East Broad Street.

See the Big  
new display of jewelry just received at Buchanan's, 111 East Broad Street.

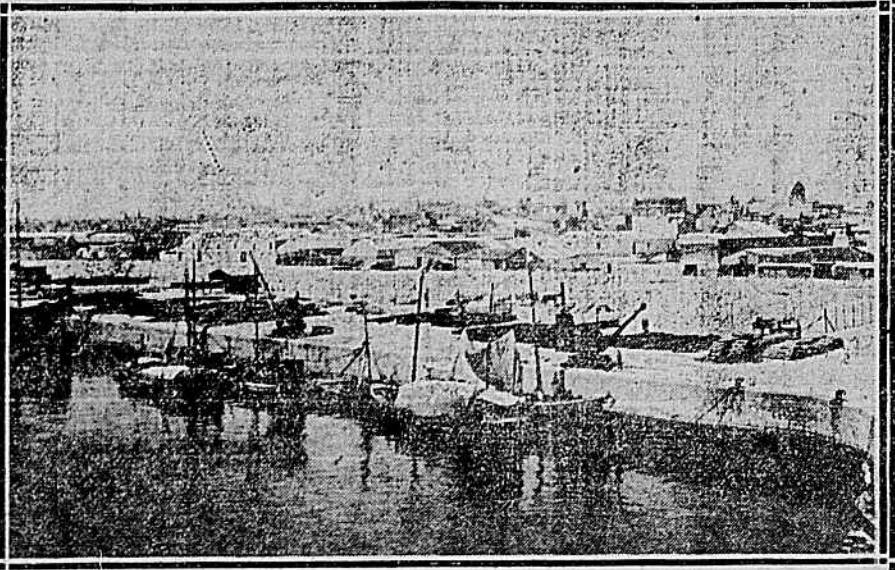
## WHERE OUR COFFEE COMES FROM



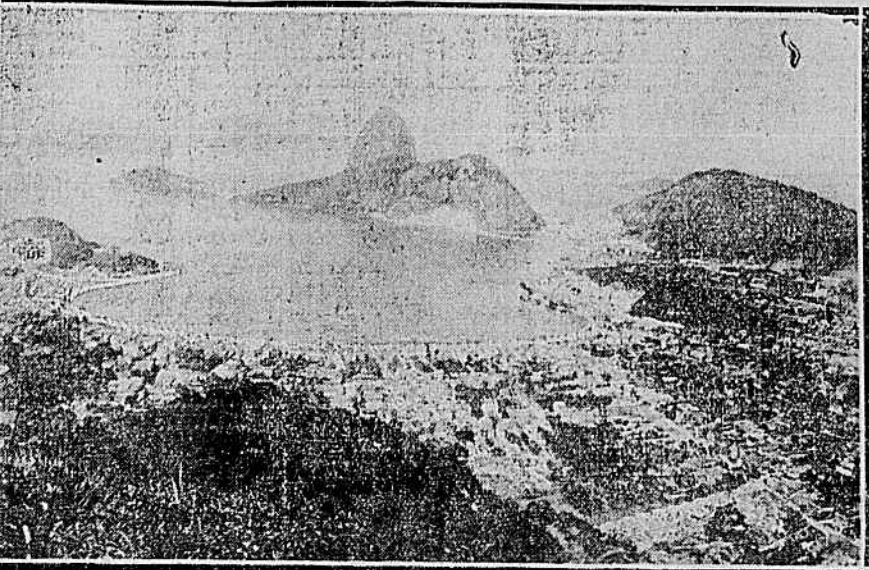
WEIGHING COFFEE AT BRAZILIAN PORT FOR SHIPMENT TO UNITED STATES.



THE BUSY PORT OF BUENOS AIRES.



WATER FRONT AT MONTEVIDEO, URUGUAY.



GLIMPSE OF HARBOR OF RIO.

## AN ENTERPRISE THAT WILL GROW

Big Company Formed in Richmond—Make Shoe Shining Machinery for Whole World.

I was in a Virginia town not long ago where great industrial development is going on. Well, it was Emporia, and the development under discussion was the Emporia Hydro-Electric Power Corporation, a company that has built a dam across the Meherrin River and harnessed the waters so as to make a power plant that is a valuable asset. It cost nearly \$300,000 and it is already a paying proposition. I heard one of the men interested in it say that he would rather see all of the power absorbed and worked by a hundred or more small manufacturing plants than to see all the power taken up by one or two large ones. There are lots of small things to be made in a way that makes big pay-rolls and all that kind of thing. For instance, there is a manufacturing establishment in Richmond that makes only one small article. It is a heel tap for shoes, a metal heel tap, and yet this plant sells these little metal taps in every State in the Union.

Automatic Shoe-Shining.  
My attention has been called to another manufacturing plant that makes only a small thing, just an automatic shoe-shining machine, but that plant is going to bring to Richmond many thousands of dollars, and bring them from all parts of the country. At 726 East Main Street one of these little jokers is on exhibition. Just drop a nickel in the slot and drop your foot in a big shoe, and in a moment or two you are shoe shining, rejoicing with a first-class shoe shine. It is a mighty simple thing, or looks so after you have tried it, but all the same it took a Virginian with an inventive turn of mind several years to perfect this simple little machine. And then it took him quite a while to convince capitalists that there is big money in the manufacturing of these little shoe-shiners, but he has done it, and the International Machine Corporation is now a Richmond institution. And one of the big things that it does is to employ all over this country from the Atlantic to the Pacific, and as for that matter, all over the world.

It's Bound to Grow.  
J. C. Blasigame, who seems to be a right-man-in-the-right-place, is the president of the corporation, and he tells me that with ample capital behind him his company is going to make the International one of the big manufacturing enterprises of Richmond. The machine that is now on exhibition is not claimed to be absolutely perfect, but on or before the 1st of January next this man Blasigame will place before the officers and stockholders of the corporation a wonderfully improved, neat, compact and highly perfected model, guaranteed to give each person of the machine, or the thousands of machines that will be scattered over every street corner in the land, an absolutely perfect shoe shine, and all for a nickel that goes in the slot.

## COLD WINDS ARE STILL BLOWING

And They Keep the Leaf Tobacco as Dry as the Proverbial Powder Horn—Breaks Have Therefore Been Small All of the Past Week—Waiting for a Season.

The cold, harsh weather continues, and at least has continued for the week past, and the tobacco-growers all over Virginia and North Carolina find it difficult to get the leaf in order for handling. This condition of affairs has, of course, cut the receipts of the weed down to small dimensions. In Richmond the loose leaf sales at the five warehouses aggregated not over 100,000 pounds. The majority of the offerings were of the low grades of sun-cured stock, with a little sprinkling of Virginia and West Virginia Burley. In the main the stocks were in better order than heretofore, and all the grades offered sold well. The warehousemen agree that the "season," which is now overdue, will result in large deliveries, but nothing in that line can be expected as long as this cool, harsh weather lasts. The dealers did very fair business in package goods the past week, and some of the smaller holders unloaded entirely. The demand for bright rehandled tobaccos continues brisk, and sellers are not complaining of prices. They seem to be good enough.

Danville Tobacco Report.  
[Special to The Times-Dispatch.]  
Danville, Va., November 19.—Owing to continued dry weather, the sales have again been rather small this week, lasting only two or three hours each day.

The quality of the offerings has been good, but perhaps not of as high a standard as an average of the crop. It is the general opinion of the trade that this is a most useful and desirable crop, and practically the only serious complaint that can be made of it is its lack of color. It is particularly ripe and sweet as a whole, with practically no green in it. Prices remain steady and firm, under keener and more diversified competition than ordinary. There are more direct orders on the market than for several seasons.

As soon as a good handling season is had, receipts are very light. Prices are good and the farmers are anxious to market their tobacco, and with good seasons for handling tobacco receipts will be heavy.

The average price obtained this week is much higher than the corresponding week last year. All arrangements have been made for the special Burley sale Tuesday, November 22, which is expected to be highly successful.

South Boston Market.  
[Special to The Times-Dispatch.]  
South Boston, Va., November 19.—Many grades of tobacco have been sold

## CEMENT PLANT FOR YORKTOWN

New Industry Will Give Employment to Several Hundred Men.

[Special to The Times-Dispatch.]  
Yorktown, Va., November 19.—After several unavoidable delays the cement manufacturing plant of the Jamestown Portland Cement Corporation is about to be commenced. The first substantial part of the plant, which is the construction of a large pier out into the York River, which will be 400 feet in length and forty-four feet wide, with a depth of water at low tide of thirty feet. Work on this pier has commenced, and it will be rushed to completion, so that the material required for the numerous buildings can be landed along with the heavy machinery required for the manufacture of cement and the removing of the material from the numerous hills along the river front.

The cement plant will have a capacity of 1500 barrels daily manufacturing of cement, and its capacity can be materially increased, with small additions of buildings and machinery. The principal buildings of the plant will be located along the river front, where the pier is being thrown up by the Confederate General Magruder at the beginning of the Civil War, within an area of 250 yards to the east of the government reservation upon which is situated the beautiful Yorktown Monument.

It is anticipated that the plant will be in full operation some time during the early summer months. The supply of material from which the cement is to be made is said to be inexhaustible in this vicinity, and that millions of barrels of cement can be made here before the supply is exhausted.

The cement plant, when operated at its full capacity, will give employment to several hundred men, all of whom will probably come from the North, and will have to be provided with homes hereabout, which means a pretentious spring and summer in the erection of the plant and of homes for the employees of the corporation. Whether the cement corporation will employ its own men or will contract for its output has not yet been definitely settled, but there is a strong probability that the Chesapeake and Ohio Railway Company will build a spur track into Yorktown to co-operate with the corporation in the bringing in of fuel and the shipping out of its product.

## SPLENDID CORN RECORDS MADE BY APOMATTOX BOY

[Special to The Times-Dispatch.]  
Apomattox, Va., November 19.—The Boys' Corn Club, which was organized last spring at the Agricultural High School, is now completing its year's work, and the information is being furnished as to who will get the valuable prizes. The work has been conducted by Major J. W. Flood. The reports so far obtained are as follows: Tom Turns, 114-1-4; Alex. Woolridge, 110-3-4; Wilbur Smith, 108; William Owen, 105; George Turns, 103; Courtney Harvey, 95; Charles Moses, 82; Struthens, 81; Jessie Davidson, 78; Geo. Harvey, 61; William Abbott, 53; Leonard Caldwell, 49; J. O. Carson, 43; Adam Clement, 39; Wiley Moore, 31; Sam Harvey, 20; Kendall Hunter, 43. It is quite a significant fact that four of the above boys have made over 100 bushels of corn per acre, and that the first prize for the county, 100 bushels, was won by Tom Turns, who is the first prize for the county. The silver cup will go to Thomas Turns. These boys will go to the Agricultural High School. The prizes will be awarded very soon.

## FROM GROUND UP, RICHMOND'S WAY

Concern That Started Small and Grew With Greater Richmond

### GORDON METAL CO.; HOW IT PROSPERED

Started on Small Scale, but Enlarged as Greater Richmond Enlarged—Looks to the Whole South for Big Business—Gets It Very Promptly.

BY FRANK S. WOODSON, Industrial Editor.

Some weeks ago I expressed an opinion, thoughtlessly perhaps, that there is no such thing in existence as an absolutely fire proof building. Frank W. Brown, vice-president and treasurer of the Gordon Metal Company, called me down by telephone, and said in effect that if I would drop down to Fourteenth and Dock Streets, he thought he could show me an absolutely fire proof building. Well, I am always looking for greater Richmond to do a better job of things, and so I thought I would go and see it. I went down to see it and to learn. He showed me the mammoth establishment of the Gordon Metal Company, that has grown up in a quiet sort of a way down there on Fourteenth and Dock Streets. The building fronts on Fourteenth Street, and runs back eighty-three feet to Fifteenth Street. It covers 15,000 square feet to the floor, and having two floors it covers in all 30,000 feet of storage room, and all of it is said to be fire proof. Surely it ought to be, for it is built entirely of concrete, iron and steel, not a particle of wood entering in its construction. The roof is of one of the famous brands of tin that the firm has become noted for. I went all through the building, and the only thing that I could find that was flammable was Mr. Brown's desk, and that was covered so largely with orders for products of the shop and with papers pertaining to the business that possibly, so I thought, it might get up a little blaze, but even such a blaze would fall on the concrete floors and butt up against the steel and iron walls and peter out before the said blaze could do enough harm to necessitate the calling out or calling in of the fire department. I guess it is indeed a fire proof building. Anyhow the insurance people think it is, and they are recommending the building as like plants all over the country, and the giving of reduced insurance rates accordingly.

What They Are Doing.  
By the way, this Gordon Metal Company is engaged in the business that saves insurance commissions, just like they save the same at their home office. The company has a kind of building stuff that cuts down the rates of insurance.

They sell all manner of tinners' supplies, including tools and implements for doing the work, roofing tin, roofing sheets, galvanized block sheets, sheet and bar metal, conductor pipe, eve troughs, and, in fact, everything in an iron and metal way that goes to make up a fire proof building. It would probably take a column or maybe two columns of space in The Times-Dispatch to enumerate all of the goods they handle, along with lines. Metal laths, bar iron, bar steel, rubber, tin roofing, sheet copper, sheet zinc, are but a few of the fire proof stuffs they have on sale every day in the year.

All Over the South.  
However, it is not necessary to enumerate, and I am not called upon to do so. These Gordon people keep their traveling men out on the road all the time to tell folks what they are doing and what they have to sell. Their travelers go all over the Southern States, and they are making big Richmond's name, from the Mexican Gulf to the Potomac River, and even far beyond. But, perhaps, their biggest business is with the country merchants between these confines. The day has come, and now is when the town and the village and the country merchant can, through the information that comes from the big city supply house, tell the country builder of good houses just what he needs in his line, and put himself in a position to furnish the same. The Gordon Metal Company has perhaps done as much as any establishment in the land to simplify the building proposition in the country. Right direct from their big plant in Richmond they can furnish all of the material required for the building of a first-class country home. Through them the country merchant, even though he may live and do business at a crossroads point, can do business with the country contractor, and thus the contractor can get through the country merchant all of the material he wants, and get it quick and at prices that will please the country home builder.

The Way It Is Done.  
The country merchant, through the Gordon Company, can supply on quick notice roofing tin, painted or galvanized iron, all kinds of pipes, elbows, stool pipes, stove pipe collars, dampers, rubber roofing or what not. In fact, this Gordon Company stands ready to furnish the country or the city contractor with anything that goes to make a home.

And this anything extends from the first principles up to the ornamental ceilings, and from that on down. The metal weather-boarding is much cheaper and much safer than the old-time shingles, the imitation brick stuff, all in metal, is cheaper than brick, looks just as well and cuts down insurance rates. The metal conductors and the shingles and the gutters all combine to make house building in the country a much easier proposition.

(Continued on Third Page.)